invention, variable market survey questionnaires to diverse located panelists may be remotely rapidly disseminated and the resultant responses rapidly collected and accumatively processed at a central location.

What is claimed:

1. A method for independently centrally electronically accumulating market survey data from different content rapidly disseminated market surveys from a plurality of panelist stations located at diverse locations; each of said plurality of panelist stations being operatively remotely connectable to a central data processor via a common communications link and each comprising visual display means capable of displaying different multiple inquiry market survey questionnaires corresponding to a particular market survey content for the panelist station in said plurality of panelist stations, corresponding data input means for providing data responses to said displayed market survey questionnaires for the panelist station, microprocessor means for controlling the operation of the panelist station, and temporary storage means for temporarily storing a set of control instructions for controlling the operation of said microprocessor means and for temporarily storing market survey data responsive to each displayed market survey questionnaire for the panelist station, said temporary storage means being capable of temporarily storing a plurality of different control instructions remotely selectable by said central data processor into different composite sets of control instructions corresponding to different content visually displayable market survey questionnaires, said different composite sets of control instructions providing different content visually displayable market survey questionnaires on said display means, said microprocessor means controlling the operation of the panelist station in accordance with a particular remotely selected market survey questionnaire corresponding composite set of control instructions for providing a corresponding content market survey questionnaire; said method comprising the steps of downstream loading said plurality of said control instructions to said plurality of panelist stations from said central data processor over said communications link; temporarily storing said downstream loaded plurality of control instructions at each respective panelist station in said temporary storage means, at least two portions of said plurality of panelist stations temporarily storing different composite sets of said control instructions for providing two or more different corresponding market survey questionnaire visual displays; visually displaying said different market survey questionnaires corresponding to said different composite sets of said downstream loaded plurality of control instructions on said corresponding display means at said portions of said plurality of panelist stations dependent on said remotely selected composite set of control instructions selected by said central data processor for each respective panelist station in said plurality; independently inputting a set of individualized responses to said different displayed market survey questionnaires at said portions of said plurality of panelist stations via said corresponding data input means; locally processing said individualized sets of input responses to said different displayed market survey questionnaires at said portions of said plurality of panelist stations to provide said market survey data corresponding to said different displayed market survey questionnaires; independently temporarily storing said set of individualized market survey data responses at each respective corresponding panelist station in said storage means; transmitting said temporarily stored market survey data responses to said central data processor over said communications link; and accumulatively processing said transmitted market survey data responses from said plurality of panelist stations at said central data processor; whereby different market survey questionnaires to diverse located panelists may be remotely rapidly disseminated and the resultant responses accumulatively processed at a central location in a rapid fashion.

2. An electronic market survey data collection and survey dissemination method in accordance with claim 1 wherein said downstream loading step for said different composite sets of control instructions comprises the step of downstream loading a different composite set of control instructions corresponding to a market survey questionnaire content modified in accordance with a prior accumulatively processed market survey.

3. An electronic market survey data collection and survey dissemination method in accordance with claim 1 wherein said downstream loading step comprises the step of downstream loading a plurality of different composite sets of said control instructions corresponding to different content market survey questionnaires to at least one common panelist station.

4. An electronic market survey data collection and survey dissemination method in accordance with claim 1 further comprising the step of inputting demographic data to said temporary storage means at said plurality of panelist stations, said temporary storing step comprising the step of temporarily storing said composite set of control instructions dependent on said input demographic data at said panelist station.

5. An electronic market survey data collection and survey dissemination method in accordance with claim 1 further comprising the step of transmitting an alarm signal over said communications link from said central data processor to said panelist stations when said composite set of control instructions has been downstream loaded to alert the panelist station.

6. An electronic market survey data collection and survey dissemination method in accordance with claim 1 further comprising the steps of electronically responding to a prompt message at said panelist station indicating a particular one of a plurality of market survey information categories in a predefined sequence of said categories in said corresponding displayed market survey questionnaire, said categories comprising at least product identification data and purchase demographic data; providing said individualized response data input signal to a buffer storage means in response to said prompt message, said provided individualized response data input signal comprising an actual data input corresponding to said particular category; selectively interactively processing said provided individualized response data input signal at said panelist station in said microprocessor means in accordance with said predefined sequence for providing said market survey data; providing a verification signal corresponding to said actual data input in response to the input thereof at said panelist station for verifying entry of said actual data input; providing a confirmation command input signal to said microprocessor means in response to said verification signal; and independently

7. An electronic market survey data collection and survey dissemination method in accordance with claim 6 wherein said market survey data input signal providing step comprises the step of optically scanning a prod-